

Segmentation Name	Segment	Segment Tuning Distribution %	Segment Distribution %	Segment Avg Telecasts Tuned	Segment Average Minutes Per Telecast Tuned	Segment Average Minutes Per Household/Person Per Telecast	Segment Households/Persons
Persons 18 - 49 Program A	NTile Breaks 01	89.80	33.34	1.84	69.59	44.99	851
Persons 18 - 49 Program A	NTile Breaks 02	9.15	33.32	1.26	10.39	4.60	771
Persons 18 - 49 Program A	NTile Breaks 03	1.05	33.34	1.06	1.42	0.52	866
Persons 18 - 49 Program A	Non-Viewer						18,385
Persons 18 - 49 Program A	All Viewers	100.00	100.00	1.39	34.36	16.61	2,488
Persons 18 - 49 Program A	All Unified(Intab)						20,873
Persons 18 - 49 Program A	All Unified						20,873